

<u>APPLICATION NO:</u>	24/00137/ADV	<u>CASE OFFICER:</u>	Jo Sheridan
<u>WARD:</u>	Northwood		
<u>LOCATION:</u>	Image Business Park, Acornfield Road, Knowsley Industrial Park		
<u>PROPOSAL:</u>	TWO WAYFINDING SIGNS TO BE LOCATED WITHIN IMAGE BUSINESS PARK PLUS TWO DIRECTIONAL SIGNS FOR CAR ACCESS ONLY ON PERIMETER ROAD		

Site Description

The site subject of the advertisement consent application is Image Business Park which is located off Acornfield Road within Knowsley Business Park. Image Business Park is a private gated estate.

Image Business Park has the benefit of two relatively recent planning permissions (see site history).

Proposal

The application seeks advertisement consent for the erection of two wayfinding signs to be located within Image Business Park plus two directional signs for car access only on Perimeter Road.

Two advertisements are proposed to be sited within the site, parallel to Perimeter Road. The dimensions of the advertisements would be 1m wide by 400mm high which would be sited on two poles bringing the overall height to 3m. The advertisements are directional signs stating: Image Business Park Car Access Only. These signs are not illuminated.

The third advertisement is to be sited approximately 20m east of the main gated vehicular access, with the fourth further into the site, approximately 240m east of the third sign. The dimensions of these advertisements would be 900mm high, then a 50mm space then a 300mm sign above and 1.5m wide. The signs would be mounted on poles bringing the height to 3m. The height is further increased by an LED trough light being the total height to 3.23m. The advertisements are wayfinding tools illustrating a map of Image Business Park.

Consultations

Highway Authority: No objections.

Representations

This application has been publicised by letters sent to 80 neighbours and also by the erection of two site notices. No representations have been received as a result of the publicity given to the application.

Planning History

21/00857/FUL: Erection of 1 no. industrial unit (mixed E(g)(iii), B2 & B8 uses), with ancillary offices, car parking, service area and soft landscaping. Planning permission granted 17th August 2022.

21/00959/FUL: Erection of a detached industrial building (mixed E(g)(iii), B2 & B8

uses) with ancillary offices, car parking, service area and soft landscaping. Planning permission granted 22nd September 2022.

22/00389/DEMCON: Prior approval for demolition of 1 no. building and associated outbuilding stores. Granted 6th October 2022.

Relevant Policy

Paragraph 11 of the National Planning Policy Framework (NPPF) states that planning decisions should apply a presumption in favour of sustainable development. This means approving development proposals that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Paragraph 12 of the NPPF clarifies that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan, permission should not normally be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The development plan in Knowsley comprises the Saved Policies of the Replacement Unitary Development Plan, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

Saved Policies – Knowsley Replacement Unitary Development Plan (2006):
S10 – Advertisements

Knowsley Local Plan Core Strategy (2016):
CS2 Development Principles
CS19 Design Quality and Accessibility in New Development

Article 35 Statement

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 requires that decisions are made only in the interest of amenity and public safety, taking into account any material factors. The National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) reiterate this approach. Therefore, the key considerations in regard to this application are the effects on amenity of the surrounding area and public safety.

Local Plan Core Strategy Policy CS2 requires that new development should enhance the local character and promote a quality of place.

Saved UDP Policy S10 states that proposal to display advertisements will be permitted provided that they would not harm amenity or public safety in the following respects:

Amenity considerations:

- a) They would not have an adverse effect on visual amenity either individually or together with other advertisements;
- b) Any illumination would be appropriate to the area and would not harm amenity through overly bright, flashing or inappropriate forms of illumination;
- c) The advertisement would not be out of scale or harmony with the building or the existing street scene;
- d) They would use colours and materials which are appropriate to their context;
- e) They would not create clutter on a building or within the street scene
- (f), g) and h) not applicable in this instance)

Public safety considerations:

- i) The proposal would not adversely affect highway safety or other forms of public safety

The four signs are all sited within Image Business Park, which is a private gated Business Park (the internal roads are not adopted).

The signs are modest in terms of their scale and simple in terms of their design. The advertisements are therefore considered to comply with Saved Policy S10 as outlined above.

Conclusion

The design and materials of the advertisements are considered to be simple and in-keeping with the character of the industrial estate. In accordance with the above assessment, it is considered that the proposed development is compliant with policies CS2 of Knowsley's Local Plan Core Strategy and S10 of Knowsley's Sced Policy within the Unitary Development Plan.

Recommendation

Advertisement consent be granted subject to the following conditions:

- 1) The development hereby permitted shall be carried out in accordance with the approved plans and documents listed in Schedule 1.

Reason: For the avoidance of doubt.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
15/03/2024	SK012	Rev A	Image Business Park Main Entrance Map Location
15/03/2024	SK014	Rev C	Image Business Park Wayfinding Site Map Signage
08/04/2024	SK015	Rev A	Image Business Park Car Access Signages Access from Perimeter Road
15/03/2024	SK020	Rev -	Site Location Plan
15/03/2024	SK021	Rev -	Perimeter Road Access Gate Location for map sign

Signed Case Officer¹: **Jo Sheridan**

**Signed Authorising
Officer²:** **K Foster**

Date: **2 May 2024**

¹ I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

² I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

Appendix 1 – Site Photographs